



Prompting Techniques

Technique

Example

The Campaign Strategist - This prompt combines the *RTF framework*, which structures instructions into Role, Task and Format, with the *Adviser technique*, which improves accuracy by asking three clarifying questions before any work begins. Together, they ensure the LLM understands your goals, priorities and constraints, so the final output is aligned with your brand and delivers the outcome you want.

Role: Act as a senior marketing strategist with deep [expertise in <specify>] and AI supported creative development.
Task: Use the brand context for <name of brand>, <brand description> Your responsibilities: Produce a detailed launch plan covering visuals, brand colours, visual style, content, messaging, design guidance, communication plan, success metrics, key channels, and any additional elements needed for a strong market entry. Create three <target channel / format e.g. Facebook> advert concepts that use AI generated imagery. Each concept must include the audience, product or brand angle, the core message, and a clear creative direction for the visual. Your output must be specific enough for me to generate polished messaging, images and video assets.
Format: Provide structured sections with headings, concise paragraphs, and bullet points. Use British English. Avoid jargon and keep recommendations practical. Ensure all campaign elements align with <name of brand>.
Before you begin, please ask me **three clarifying questions**, one at a time, to confirm the intended tone, positioning, and launch goals.

Style Transfer - ChatGPT can be thought as a style guide. It can help with:

- Converting your copy into your preferred style.
- Standardise tone, tense, capitalisation and punctuation.
- Reworking content without major editorial changes into in-house style or your own writing style.

Using the following advert idea: <insert idea>, rewrite and format the ad to match our in-house style exactly, based on the **attached brand guidelines**.

- Deliver:
- headline, body copy, CTA (and any micro-copy if the reference includes it)
 - primary message plus 2–3 supporting proof points
 - concise visual direction in the same format as the reference (colour, type, imagery, composition)
- Rules:** follow the guidelines and reference style precisely.

Text-to-Image Prompting -

PROMPT TEMPLATE
[Subject / product] [shot + angle] [setting / background] [lighting] [materials + textures] [style references] [aspect ratio] [any text to include, spelled clearly].

Create the following image: <Subject / product> <shot + angle> <setting / background> <lighting> <materials + textures [if applies]> <style references> <aspect ratio>.

Image Editing (Clothing Replacement) -

PROMPT TEMPLATE
[Edit action] [replacement item] [fit + proportions] [fabric behaviour] [lighting continuity] [extras or exclusions].

Replace the subject's <current clothing> with <replacement item>, maintain natural fabric and make sure the garment fits well and preserves natural body proportions and posture, ensure new clothing <fabric behaviours>, <lighting continuity>

(Make sure you upload the image you would like the model to modify.)

Focus Group (using Three of Thought prompting) -

This prompt is using the Tree of Thought (ToT) framework, which helps an LLM solve complex problems by branching from a core question into several possible reasoning paths. Each path is explored and compared before selecting the strongest answer. Research indicates this structured branching can improve multi-step reasoning performance.

I have an advert idea for a <brand details> brand with the messaging: <messaging>. I have attached the visual that will sit alongside the ad. I want to use the attached image and the messaging I have shared for a <specify ad format>. Pretend to be a marketing research focus. The focus group consists of the following personas: <persona 1: name, age, values, profession, hobbies, etc.>, <persona 2: name, age, values, profession, hobbies, etc.>, <persona 3: name, age, values, profession, hobbies, etc.>. I want you to discuss the attached advert idea for my brand, that is part of the following marketing campaign <campaign details>. Members of the group should challenge each other and explore the subject thoroughly.

Image-to-video prompting -
[Animation action/ motion] [camera movement] [focus elements] [audience + brand tone] [lighting] [background] [visual style] [pacing + smoothness] [purpose or placement].

Animate this image to <animation action including camera movement>. The video sequence should showcase <subject or focus elements>. The animation should be smooth and visually appealing. This shot will be part of a product launch advert targeting <target audience>. Ensure the animation flows naturally, aligning with <brand and brand tone>. The videography should <specify lighting, visual style, pacing, etc.> be high contrast, natural light from side or top angles. Make sure to keep backgrounds <background details> to spotlight <product textures or other subject specific details.>

(Make sure you upload the image you would like the video generation model to animate.)